

REMARKS -- General

The Applicant hereby withdraws the entire original application and submits in its place this Continuation in Part. No new material has been added. This application is an expansion of the paragraph in the original application that read:

As a marketing service, each puzzle can be hyperlinked to the Web sites of appropriate merchants. Hyperlinks can also be used to provide non-verbal clues, such as reproductions of art works or brief musical selections. As an instructional tool, my invention can be used, for example, for foreign-language instruction.

The oath or declaration is submitted with all missing data supplied. Claims 7-8 are hereby withdrawn. As for the rejection of those claims on the basis of obviousness, Applicant asserts that the combination of an interactive acrostic puzzle with current marketing activities on the Web has not been conceived by any of the thousands of individuals currently skilled in this art and engaged in both of those activities.

The key concept supporting the novelty of this invention is the use of pictorial animations associated the subject matter of the puzzle with the services or products of the puzzle's sponsor. (The term *pictorial* replaces *visual* to clearly distinguish these clues from those designated merely by words.) By integrating such pictorial clues into the puzzle, this invention creates a totally novel method of attracting potential customers to a Web site where they will be informed of the sponsor's services or products and encouraged to purchase them.